

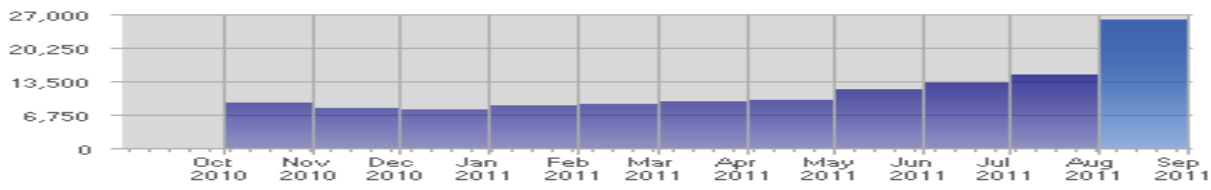
AUGUST

Main Street Manager Report

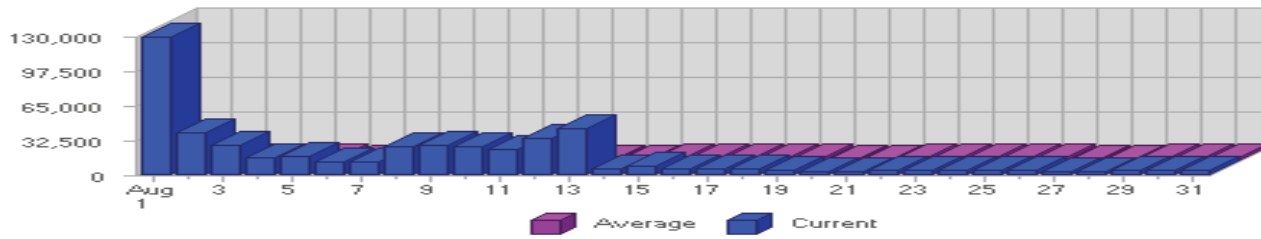
Promotions		
Event	Sponsor	Media
Volunteer Advertising	MBDC, Borough	All
Farm Market	MBDC, Borough	All
Wine Fest	MBDC, Borough	All
Rain Garden	MBDC, Borough	All
GOM	MBDC, Borough	All
Millvale Day's	MBDC, Borough	All
Car Cruise	MBDC, Borough	All
Golf Outing	MBDC, Borough	All

WEB STATS

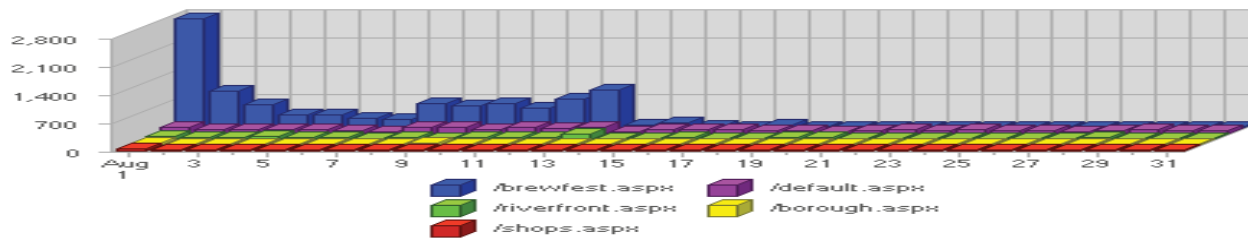
Visits: 26,110 + 11,259



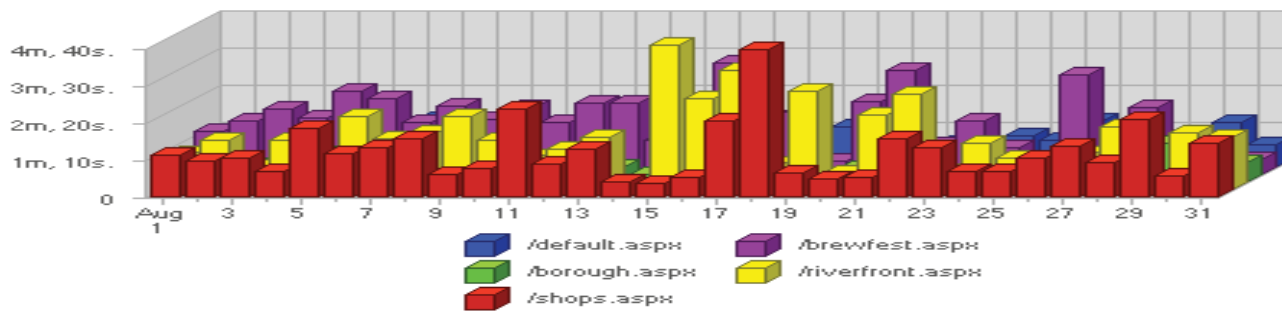
Hits: 525,164 + 299,396



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



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



MILLVALE IN THE NEWS		
SEE ON/IN	ARTICLE / REPORT	DATE
City Paper		
KDKA		
PINE CREEK JOURNAL		
BEER ADVOCATE	Millvale Recap	14
BAR SMART	Millvale Fest delivers	15
PITTSBURGH CHANNEL		
PITTSBURGH LIVE	Hot picks: Justin Townes Earle, Over the Falls Festival	17
VALLEY NEWS	Largest Route 28 construction phase to begin Monday	20
POPCITY		
I heart PGH	5 reasons to attend the Millvale Brew Fest	10
POST GAZETTE	22 rowers took unexpected dip due to boat wake	12
	Factions dispute fate of historic North Side church	8
	'Hatfields and McCoys' share city's St. Nicholas Croatian Catholic Church	8
ROBO BLOGGER		
TRIBUNE REVIEW	MLB ump's make right call at Children's	16
Living PGH	Brew Fest Ticket give away	5
	Millvale Brew Fest most affordable Brew event	12
WQED		
WPXI	Rocks Tossed At Cars On Route 28	8
WTAE	Pit Bull Attacks 15-Month-Old Girl In Millvale	10

ARTEZ HIGHLIGHTS

The August ARTEZ meeting was held, in Aspinwall, discussion topics included zoning overlay, financial policy amendments, grant policy and loan fund status..

FUND-RAISING EFFORTS

EVENT / PROJECT	PROFIT
Lottery Tickets	Tickets Distributed
Membership drive	\$1,050
Brew Fest	38,629 - 28,707
Golf Outing	14 hole sponsors sold

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 - -

NEW BUSINESSES, Draai Laag Brewing , Tobacco Store, GPSA EXPANDED BUSINESSES -